

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.	<b>Agency</b>	( ) SMART MEDIA GROUP	<b>Rep Firm</b>	
<b>Advertiser</b>	( ) DETROIT INTL BRIDGE		814 KING STREET - SUITE 200	<b>Sales Office</b>	( ) PHILADELPHIA
<b>Product</b>	order		ALEXANDRIA, VA 22314	<b>Salesperson</b>	( ) IAN AMBRON
<b>Estimate#</b>	C15B	<b>Agency C/P1/P2/E</b>	DIBC/ORDR/C15B		
<b>Buyer</b>	Julie Keane	<b>Flight Dates</b>	10/15/2012 - 10/21/2012	<b>Salesperson Phone#</b>	215-567-6005
<b>Phone#</b>		<b>Hiatus Weeks</b>		<b>Salesperson FAX#</b>	215-525-9757
<b>Fax#</b>					

SC= \*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	11A-12P	EIGHT WEST	:30	\$125.00	10/15-10/15	1	1	1	\$125.00	
Rating: 0.7												
	2	TU	11A-12P	EIGHT WEST	:30	\$125.00	10/16-10/16	1	1	1	\$125.00	
Rating: 0.7												
	3	W	11A-12P	EIGHT WEST	:30	\$125.00	10/17-10/17	1	1	1	\$125.00	
Rating: 0.7												
	4	TH	11A-12P	EIGHT WEST	:30	\$125.00	10/18-10/18	1	1	1	\$125.00	
Rating: 0.7												
	5	F	11A-12P	EIGHT WEST	:30	\$125.00	10/19-10/19	0	0	0	\$0.00	
Rating: 0.7												
Buyline Comment: 1X 10/19 NA DUE TO TECH DIFF, STN ENTER MG 1X T-F 10/23-10/26 11A-12P(EIGHTWEST)@125 IN HL#6831506												
	6	M	12P-1P	NEWS	:30	\$650.00	10/15-10/15	1	1	1	\$650.00	
Rating: 4.3												
	7	TU	12P-1P	NEWS	:30	\$650.00	10/16-10/16	1	1	1	\$650.00	
Rating: 4.3												
	8	W	12P-1P	NEWS	:30	\$650.00	10/17-10/17	1	1	1	\$650.00	
Rating: 4.3												
	9	TH	12P-1P	NEWS	:30	\$650.00	10/18-10/18	1	1	1	\$650.00	
Rating: 4.3												



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	21	SU	7P-8P	NFL IN AMRCA	:30	\$1,000.00	10/21-10/21	1	1	1	\$1,000.00	
Rating: 5.7												

---REPORT TOTALS---

Report Totals: 20 / \$9,675.00

---SALES MONTHLY TOTALS---

Oct 12: 20 / \$9,675.00  
Sales Totals: 20 / \$9,675.00  
Station Totals: 20 / \$9,675.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$46,336	CATV	0%	WOOD	20%	WOTV	0%	WWMT	36%	WXMI	22%
		WXSP	0%	WZPX	0%	WZZM	20%				

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE